## "NowIs theTime to Do It" <br> says the Good Judge <br> Go to real tobaccothe small chew with the rich tobacco taste that lasts a long time. It will cost you less to chew than ordinary tobacco. Any man who uses the Real Tobacco Chew will tell you that. <br> Put Up In Two Styles <br> RIGHT CUT is a short-cut tobacco <br> W-B CUT is a loag fine-cut tobac. <br> How Competition Helps You

The competition that exists among the hundreds of meat distributors, large and small, means

> Rivalry in Prices Rivalry in Service Rivalry in Economy Rivalry in Quality

Swift \& Company sells meat at the lowest possible price, consistent with quality and service. Our profit of only a fraction of a cent a pound on all products is evidence of keen competition.

Swift \& Company must provide the best service to your dealer or he will buy from our competitors. This means a supply of fine fresh meat always on hand for you at your dealer's.

Swift \& Company must keep down manufacturing and selling costs, and $\mu$ se all by-products to avoid waste, or else lose money meeting the prices of competitors who do.

Swift \& Company must make its products of the highest quality, or see you turn to others. This means better meat for you and a greater variety of appetizing, wholesome food.

We are as glad for this competition as you should be. It helps to keep ús on our mettle.

Swift \& Company, U.S. A.

